FOR: Members, Tobacco Institute and TIRC

Condensed from Public Sources
by Hill and Knowlton, Inc.

TOBACCO NEWS SUMMARY
Nos. 37-41
October 17, 1960

NEWSPAPERS

37. Cancer Linked to Long Life, TB. Scripps-Howard Newspapers. October 8, 1960.

Science writer John Troan quotes at length Dr. Philip Schwartz, pathologist at the Warren (Pa.) State Hospital, as believing that prosperity, leading to longer lives for more people, makes it more likely that an individual may get lung cancer.

"Basically, Dr. Schwartz thinks all this talk about cigarette smoking causing lung cancer is so much hot air. He belives the tuberculosis germ is the real culprit.

"Once upon a time, he explains, TB used to kill most of its victims before they could reach 'the cancer age,' so few people got lung cancer."

(Dr. Schwartz's report appeared in a Danish medical journal, a copy of which was provided to Mr. Troan.)

38. Rationalization - New Approach to 'Smoke Control.' THE CHICAGO AMERICAN. October 6, 1960.

Reporter Tom Leach bylines a story on a "Stop Smoking" experiment undertaken by Dr. Leonard Pearson, director of the Counseling Center of the Chicago Central Y.M.C.A. Six people responded to the Y.M.C.A. announcement of the plan to meet weekly, discuss why they smoke and attempt to stop smoking.

(Note: A representative attended the first session and reported that Dr. Pearson said he would not go into the health angle. The six participants were reported to be "unusual" types.)

39. Cancer Experts Debate Smoking. THE NEW YORK TIMES. October 12, 1960.

A special report from a conference of world cancer experts in Tokyo points up continued and widespread disagreement among these authorities on a possible relationship between smoking and the incidence of lung cancer. In addition to different interpretations of statistical studies, the statistics themselves showed wide variation, as cited by doctors from Asia, Europe and the Americas.

MAGAZINES

40. LOOK Magazine, October 25, 1960. Voluntary Health Agencies are Sick.

Roland H. Berg, medical editor, reports a creeping affliction, believed to be self-induced, affecting major voluntary health organizations, including the American Cancer Society, the National Foundation, National Tuberculosis Association and others.

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40. (Cont'd.)

While granting the worthwhile accomplishments of some agencies, the author points up several shortcomings that now threaten the existence of some groups: confusing and misleading publicity, high "administrative" costs, lack of adequate accounting for contributed funds, disproportion between funds collected and relative importance of the disease. Included is a comparative listing of amounts collected by various agencies (1957) and the number of cases of the disease in question.

BOOKS

41. THE HEALTH HUCKSTERS by Ralph Lee Smith, Thomas Y. Crowell Company, N.Y.

One of 13 chapters in this "expose" type book on "false and misleading advertising" is entitled "Hucksters in the Saddle -- The Cigarette Ads." Reference is made to the American Cancer Society's statement of March 25, 1960, regarding cigarettes and lung cancer. Most of the chapter purports to relate what led to the Federal Trade Commission's announcement in early 1960 concerning cigarette advertising.

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